

MICHI

FALL 2013





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MICHI REPRESENTS ENDURING SOPHISTICATION, ALLURING FEMININITY, EXCEPTIONAL QUALITY AND IMPECCABLE FIT. MICHI ORIGINATED FROM THE DESIRE TO FILL THE NEEDS GAP BETWEEN GLAMOROUS BOUDOIR LINGERIE AND COMFORTABLE, UTILITARIAN ATHLETIC WEAR.

THE MICHI FALL 2013 COLLECTION IS INSPIRED BY THE DARK, TONAL TEXTURES AND SILHOUETTES OF THE JUNGLE AT NIGHT. SHADOWS, CONTOURS AND TONAL PATTERNS COMBINE WITH POPS OF ELECTRIC JUNGLE COLOR. SINUOUS SERPENTINE INSERTIONS IN CONTRASTING FABRICS AND TEXTURES BLEND WITH SENSUAL BOUDOIR CHIC OVERTONES TO CATER TO A MODERN ACTIVE LIFESTYLE AND FLATTER THE FEMALE FORM. LUXURIOUS AND CUTTING EDGE FABRICS WITH INNOVATIVE HIGH PERFORMANCE FINISHES, SUCH AS SUPER-SOFT ITALIAN COTTON JERSEY, FOUR-WAY STRETCH SWISS NYLON LYCRA AND SUMPTUOUS MESH, ARE USED FOR COMFORT, BREATHABILITY, DURABILITY - AND OF COURSE STYLE.

EACH PIECE IS IMMACULATELY CONSTRUCTED AND EXPERTLY CONTOURED WITH SEEMINGLY WEIGHTLESS STRETCH FABRIC. CONSTRUCTED TO FIT, FLATTER AND FUNCTION, MICHI CREATES THE ILLUSION OF LENGTH, SMOOTH CURVES AND A PERFECTLY SCULPTED FEMININE FORM. EACH PIECE CAN BE EFFORTLESSLY MIXED, MATCHED AND LAYERED TO EXPOSE INTRICATE DETAILS SUCH AS PEEK-A-BOO BRA STRAPS AND STYLIZED WAISTBANDS.

WITH ITS EDGY SENSUALITY AND SIMPLE YET FLATTERING LINES, MICHI SETS A NEW STANDARD FOR SPORTSWEAR. RICH IN DETAIL AND SUGGESTIVE CONTRASTS, MICHI MAKES YOU FEEL SEXY YET SOPHISTICATED, POWERFUL YET FEMININE, COMFORTABLE YET POLISHED.

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SIREN BRA F13B1
FRONTIER SWEATPANT F13S1



CYCLONE TOP F13T1
STARDUST CROP LEGGING F13C1



AMBROSIA TOP F13T2
SERPENTE LEGGING F13P1

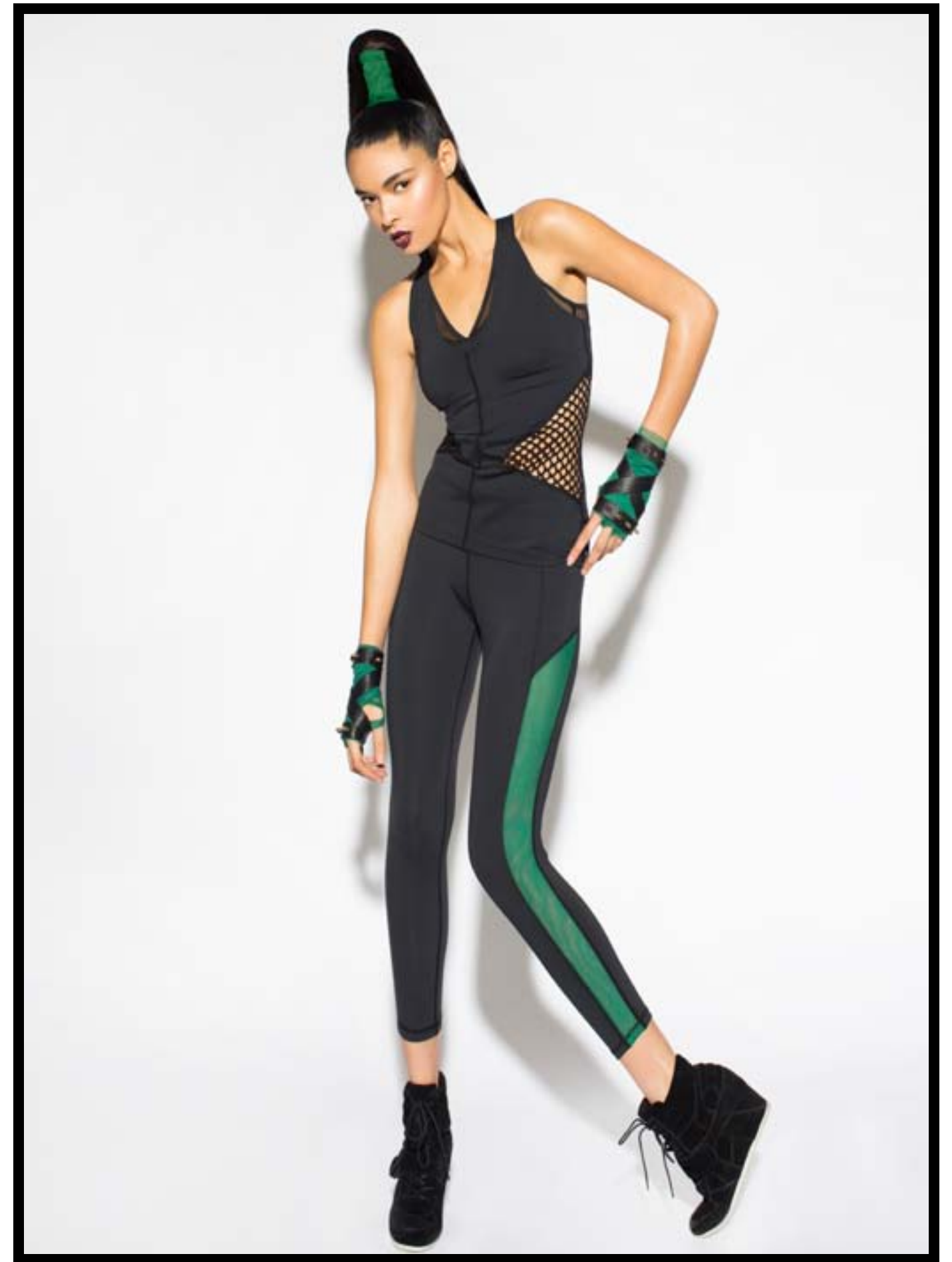


ASCENT BRA F13B2
SIREN TOP F13T3
SIREN LEGGING F13P2

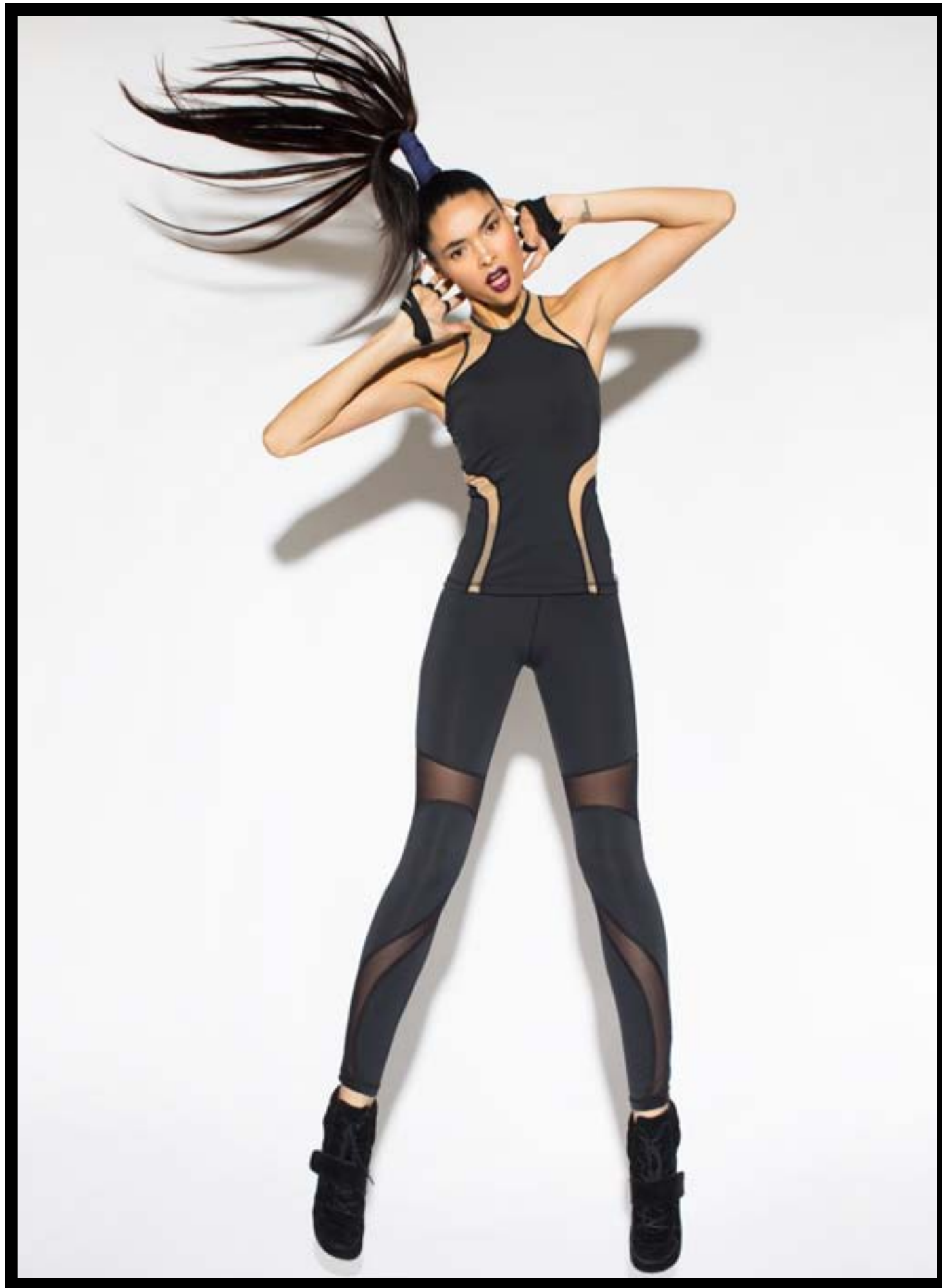




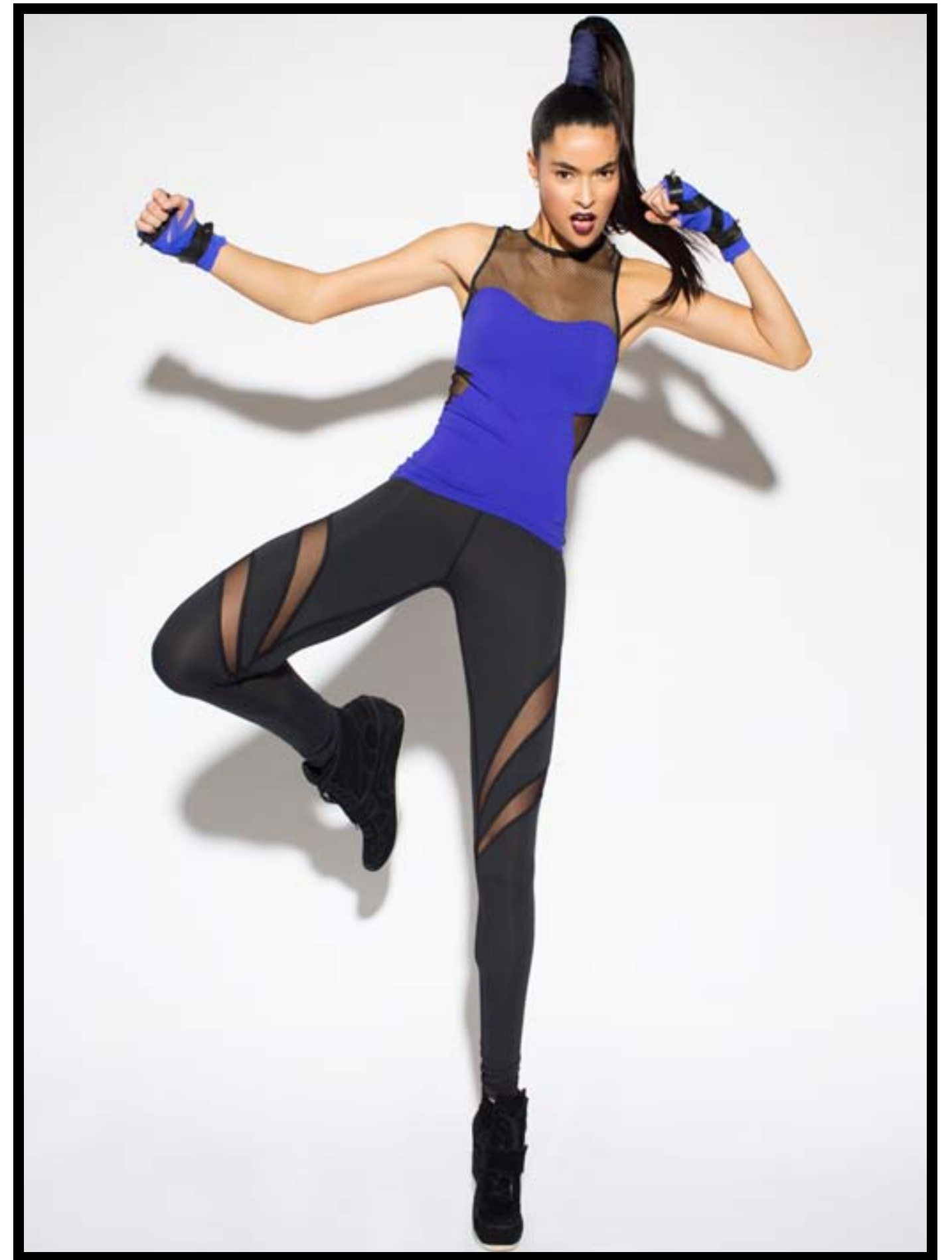
TEMPEST TOP F13T4
LUNA LEGGING F13P3



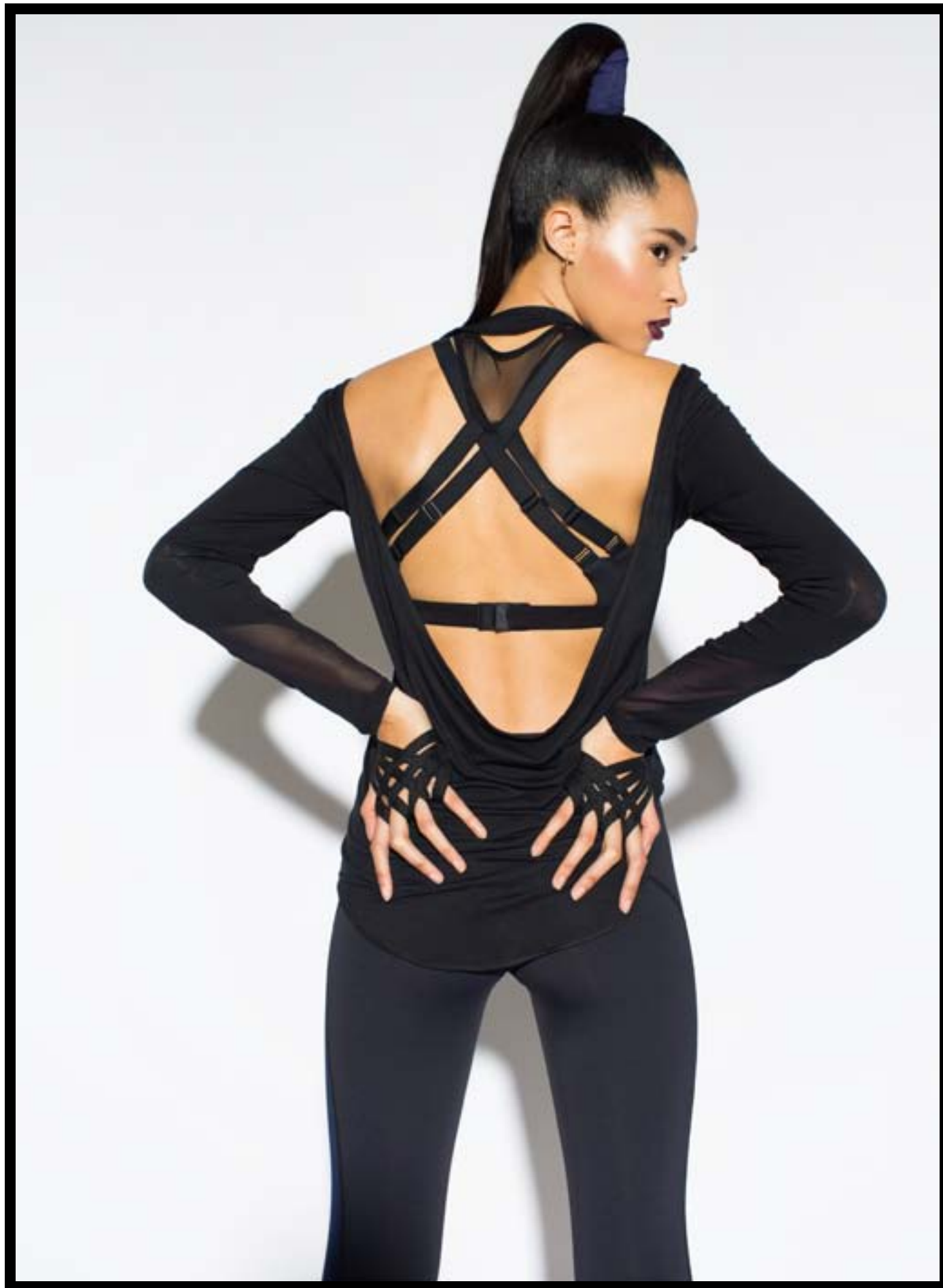
VORTEX TANK F13T5
STARDUST CROP LEGGING F13C1



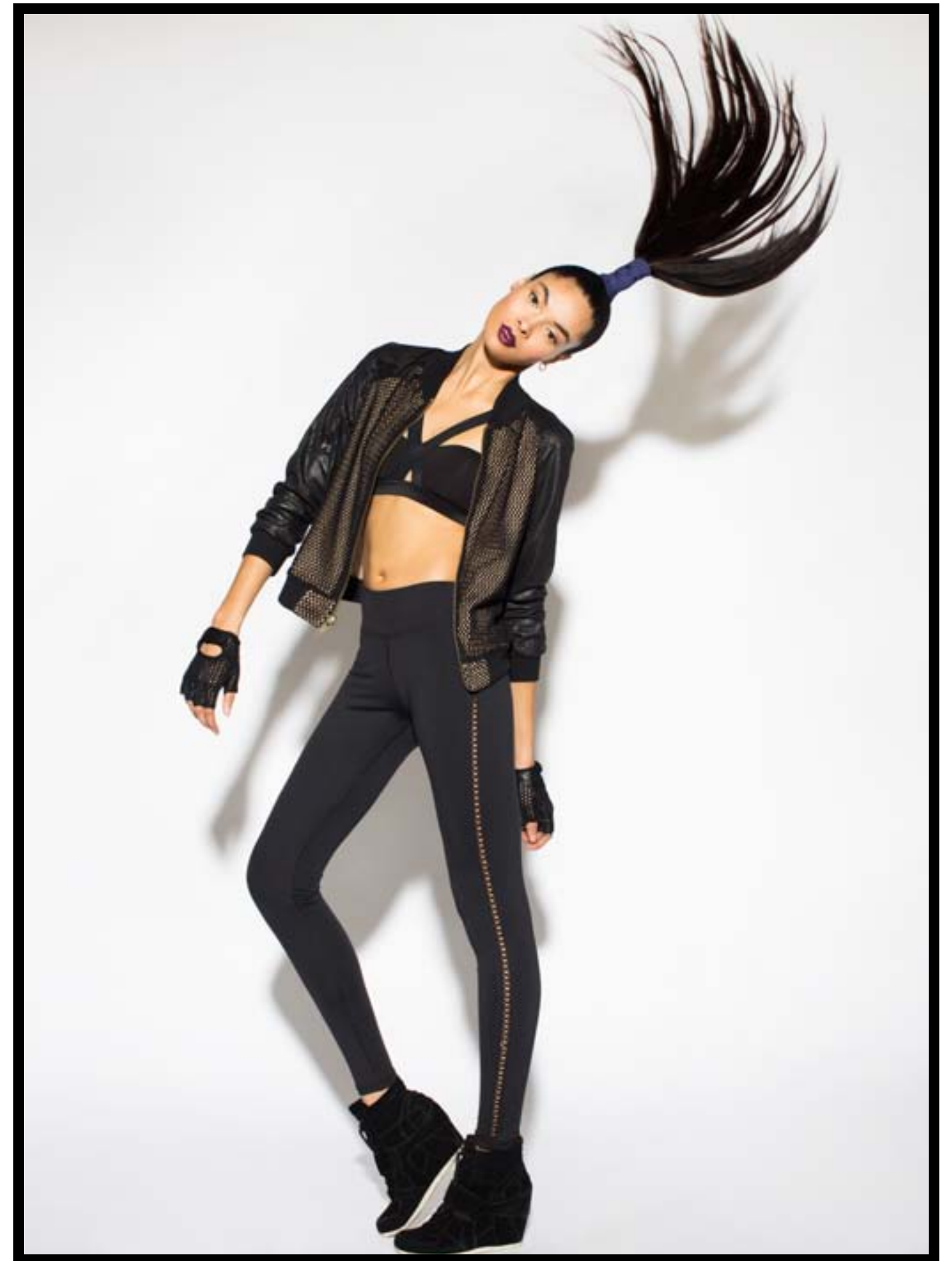
CHAMELEON TANK F13T6
TORQUE LEGGING F13P4



THROTTLE TANK F13T7
PSYCHE LEGGING F13P5



HELIX BRA F13B4
PSYCHE TOP F13T8
STARDUST CROP LEGGING F13C1



FELINE BRA F13B5
STRATA JACKET F13J1
PIPELINE LEGGING F13P6



BELLE BRA F13B6
SUBMERGE SWEATPANT F13S2

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